

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
TELECOMMUNICATIONS ADVISORY GROUP

September 17, 1998
MAG Office
302 North First Avenue
Phoenix, Arizona

MEMBERS ATTENDING

Debbie Kohn, Avondale, Chairperson	Jim Hull, Mesa
Usama Abujbarah, Cave Creek	Sandy Teetsel, Peoria
*Bill Mitchell, Chandler	Max Brawley, Phoenix
*Peter Putterman, Fountain Hills	*Jamie Oman-Saltmarsh, Scottsdale
*Glenn Keough, Gilbert	John Laue, Tempe
Heidi Gannuscio for Christopher Ware, Glendale	*Ralph Velez, Tolleson
*Jack Blonski, Goodyear	Sabra Mousavi, ADOT
Horatio Skeete, Litchfield Park	Eddie Caine, RPTA
*Danica Bunjevic, Maricopa County	

*Members neither present nor represented by proxy

OTHERS PRESENT

Mark Goldstein, IRC	Audrey Skidmore, MAG
Ellen Damron, ADOT	Heidi Pahl, MAG
David H. Deans, US West	Rita Walton, MAG
Randi Alcott, RPTA	Paul Ward, MAG
Susan Tierney, RPTA	
Karen Samson, Scottsdale	

1. Call to Order

The meeting was called to order at 9:20 a.m. by Chairperson, Debbie Kohn.

2. Approval of Minutes of August 6, 1998

It was moved by Eddie Caine, seconded by John Laue and unanimously recommended to approve the August 6, 1998 meeting minutes.

3. MAG Video Conferencing Project

Rita Walton gave the Telecommunications Advisory Group (TAG) an update on the Videoconferencing Project. She stated that the MAG Regional Council has approved \$1,320,000 in CMAQ funds to accelerate Phases 1, 2 and 3 of the MAG Teleconferencing and Telecommuting Program to FY 1998.

Ms. Walton proudly announced that she received a letter from Dennis Mittelstedt at the U.S. Department of Transportation Federal Highway Administration (FHWA) stating that the Teleconferencing and Telecommuting Program is approved for Congestion Mitigation and Air Quality (CMAQ) funding. The letter further stated that an evaluation report is required and progress reports should be given to FHWA as the work develops. Ms. Walton announced that these funds have now been approved and obligated for 1998.

Rita Walton stated that the Videoconferencing Project is the first phase of the Teleconferencing and Telecommuting Program. Harry Wolfe has completed the draft Request for Proposals (RFP) for the Videoconferencing Project. She further mentioned that the scope of work entails:

1. Refine scope of work
2. Technology review
3. Installation review
4. Inventory member agency facilities
5. Determine member agency teleconferencing preferences
6. Determine system teleconferencing needs and support
7. Identify and evaluate teleconferencing alternatives
8. Develop a teleconferencing recommendation for the region
9. Develop an implementation plan

Rita Walton announced that by September 25, 1998 the RFP will be submitted to the newspapers. Ms. Walton stated that MAG is looking for approval of a consultant by the end of 1998. She stated that MAG is following a time line so that on November 18, 1998 MAG Management Committee can recommend the consultant to the MAG Regional Council and on December 16, 1998 the Regional Council can give their approval of the consultant. By following this time line the consultant project should start in the beginning of 1999.

Ms. Walton announced that Harry Wolfe is the administrative project manager for the Videoconferencing Project. Rita Walton invited any MAGTAG member who is interested in assisting over the next 6-8 months on the Videoconferencing Project to please let her know.

Eddie Caine gave a brief overview of the telecommuting portion of the program. He mentioned that the Regional Public Transportation Authority (RPTA) Board approved two RFP:

1. Market research
2. Creative services and marketing.

Mr. Caine supplied both draft RFPs as handouts as well as a time line for the Telecommuting and Telework Market Research and for the Marketing and Creative Services of Telework Programs RFPs.

Mr. Caine provided a brief overview of the four parts of the telework project background, the outreach and implementation, education and promotion, training and support materials, and research. He also stated that random digit dialing phone interviews with local public and businesses will be conducted.

Eddie Caine announced that Susan Tierney is working on marketing and direction of the telecommuting project.

Randi Alcott invited any interested MAGTAG members who wish to participate in a volunteer capacity with the market research project to contact RPTA.

Max Brawley asked if the telecommuting project was the only project that reaches out to cities on the issue of telecommuting. Eddie Caine responded that RPTA works with the Maricopa County Trip Reduction Program which has a contact from each city in Maricopa County.

Debbie Kohn asked when the deadline was for submittal of the Videoconferencing RFP. Rita Walton stated the deadline is October 20, 1998.

4. Update of Strategic Plan for MAGTAG

Debbie Kohn gave a brief overview of MAGTAG history, the EHUG mission, the different workshops and the working groups that were created. Ms. Kohn then introduced the facilitator for the meeting, Karen Samson from the City of Scottsdale.

Karen Samson gave a brief introduction of herself and began with the facilitation process. For the first part of facilitation process Karen identified 3 main goals of the session.

- Review accomplishments
- Examine changes
- Identify future direction

Next, Karen read the MAGTAG mission from the June 1997, Electronic Highway Infrastructure Development and Information Services (EHIDIS) report, to “to encourage development and maintenance of telecommunication infrastructure and applications which increase the efficiency of government operations, improve access to public information, and expedite the delivery of government services in Maricopa County.”

MAGTAG identified the following changes in technology since the EHIDIS report was published.

Industry Trends:

- merging technology
- industry crossovers (between cable and telecom)
- multiple telecom providers
- providers want to be full service providers (voice, data, network)
- providers expanding services
- private/public partnerships
- increased visibility and importance
- recognizing infrastructure
- confusion
- rulings are being tested in the courts
- environmental and business issues driving industry
- workforce composition is changing
- utility deregulation
- Y2K
- changing consumer expectations
- enabling new technologies (i.e., electronic commerce)
- education requirements increasing at younger levels
- productivity driven
- entrepreneurial driven
- shorter life cycle
- increase competition

- increased number of providers
- diverse standards
- elevation of organizational involvement
- customer-end user driven
- end user growth
- decentralized empowerment
- dealing with competitiveness of multiple vendors
- increase staff productivity

MAGTAG identified the following changes and/or issues regarding the needs of elected officials:

Elected Officials:

- increased urgency/priority
 - telecommuting
 - video conferencing
- increase citizen access and input
- electronic access to officials
- real time responses
- increase data availability requirements
- sensitivity to public nature of email
- competition - technology and economic reasons
- want to provide incentives
- responding to air quality issues
- more interest/sensitive to visibility
- responding to aesthetic issues
- elected officials feel pressure to respond to Telecommunications Act 1996
- wanting to leverage competition and put process in place
- responding to conflicting priorities
- regulation restricting investment
- afraid to set precedent
- regulations restricting investment
- fear of instability and vendor longevity
- wanting to be tangible
- redistributing costs
- responding to increase in citizen expectations
- cultural (the way management views telecommuting)

Debbie Kohn suggested that the TAG meet in October to finish the strategic planning meeting.

The meeting was adjourned at 11:00 due to the loss of the quorum for the MAG TAG.

Other items that would be helpful to consider before the meeting include:

- What changes have occurred in industry trends since June 1997?
 - What changes have there been in the priorities of elected officials since June 1997?
 - What changes have occurred in regulation of the telecommunications industry since June 1997?
 - Are the 10 key MAG telecommunications issues still applicable? What should be added? What should be deleted?
1. Model Telecommunication Ordinance
 2. Right of Way Coordination
 3. Licensing/Franchising/Revenue Stream Protection
 4. Locating and Permitting Wireless Providers
 5. Emergency/Public Safety Communications
 6. Telecommuting/Teleconferencing
 7. Public Electronic Access
 8. Education of Staff and Public Officials
 9. GIS Start-up/Connectivity
 10. ITS Coordination
- Should MAGTAG primarily be an advisory or working group?
 - Should MAGTAG focus on technical or policy issues?
 - Where should MAGTAG focus its efforts over the next three years?
 - What resources and commitments will be required to accomplish MAGTAG goals?
 - What commitment can each individual member make to working towards MAGTAG goals?
 - Are there changes that need to be made to MAGTAG to accomplish its goals?
 - Does the current membership reflect the desired goals and directions?
 - Does the MAGTAG meet frequently enough to accomplish its goals?

MAGTAG could become:

1. Technical Advisory Group
2. Project/Group (Telecommuting/Video conferencing)
3. Project (limited working group)
4. Full Working Group (Telecommuting/Video conferencing project plus other tasks)
5. Disband Group

Concerns:

- Not keeping up with change
- Commitment issues
- Group needs a project to focus on, i.e., telecommuting and video conferencing projects
The group agreed that the telecommuting and video conferencing projects is a focus.
- Transitional focus themes
- Do we need Council input or direction?
- Strategy sharing and guidance (focus on high priority items, items that are important to TAG, monitor other issues)
- Need to carefully choose areas of attention